



June 1, 2001

San Francisco Bay Conservation and Development Commission  
Fifty California Street, Suite 2600  
San Francisco, California 94111

Attention: Steve McAdam

Subject: Requested Changes to Guidelines for Private Use of Public Pavilion  
Permit No. 19-85—Exhibit E

Dear Steve ,

As promised, I am forwarding Scott's suggested amendments to the Guidelines for Private Use of Public Pavilion relative to Permit No. 19-85--Exhibit E marked Permit No.19-85(B) Amendment No. Nine Exhibit A.

You have been made aware of the increasing difficulty Scott's has experienced operating under these guidelines; and for this reason, we are seeking some relief. Although our consultant, Mary King, has not yet received the record of violations she requested from your enforcement division, it is our belief that we operated successfully within the guidelines for the first years (5 or so) of their existence. And that only in the more recent past (about one year) have we been on occasion out of compliance.

I hope you will take time to read the attached article from RESTAURANT BUSINESS magazine's October 1, 2000, edition. It states clearly the remarkable turn around that Jack London Square has experienced. A turn around that has clearly been good for Scott's, but also marked significant advances for Jack London Square, the waterfront, and Oakland on the whole. As you know, Scott's has been there in the good and bad times, working to make the necessary physical improvements and business decisions to add to the positive transition that is occurring.

The Sunday farmer's market, the exciting public events sponsored by the Port of Oakland, the assertive leadership of Oakland's Mayor Brown, and the Public Pavilion have encouraged and supported thousands of new guests to join old faithfuls in enjoying the ambiance of Jack London Waterfront and



the beauty of the Bay. All of these, and other assets have helped this gateway to Oakland begin the eradication of old stereotypes and fears that had long dogged this uniquely wonderful urban community.

But, just as the dot com industry has begun to fade, so too this success is not guaranteed. For it to continue, we must remain diligent in our efforts and continue to introduce this area to increasing numbers of individuals in the Bay Area as well as tourists. Our business plan and social agenda must be constantly returned to meet the current challenges and stay ahead of the future trends.

The present guidelines began to lock us out of the proactive mode necessary for continued success about a year ago. We are overdue in reevaluating them. I hope you will accept the proposed revisions now; and work with us to expand our opportunities to bring increasing numbers of people to enjoy the waterfront in Jack London Square and throughout Oakland's bay front areas.

This is the first step in the partnership we seek to blend our business acumen and civic pride with your public mission in order to provide even greater public awareness and access to the Oakland/San Francisco Bay. Your consideration and support are most appreciated.

Sincerely,

Michael Stagg  
Scott's Restaurants

Amendment No.	11
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